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**FOR IMMEDIATE RELEASE** **Contact:** Contact Name
DATE Contact Email

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#### IAFF Fire Fighters Support Muscular Dystrophy Association with Annual Fill the Boot Drive

**[CITY (ALL CAPS)], [State], [Month] [Day], 2020 —** For 66 years, the International Association of Fire Fighters (IAFF) has collected critical funds in the community – one dollar at a time – as part of the Fill the Boot program. The **[Professional Fire Fighters Association Local ##]** will be continuing this long-standing tradition as its members kick off the annual Fill the Boot program to raise critical funds to help transform the lives of kids and adults with muscular dystrophy, ALS and related muscle-debilitating diseases. Donations help meet the urgent need for MDA’s Frontline COVID-19 Emergency Fund to continue services for more than 250,000 people living with neuromuscular diseases across the country.

Dedicated fire fighters from **[Professional Fire Fighters Association Local ##]** will hit the streets or storefronts with boots in hand asking pedestrians, motorists, customers and other passersby to make a donation to MDA on [**Dates**] at [**Time**], at [**FTB location(s)].**

Individuals and local businesses can also support the campaign remotely by **texting ‘BOOT’ to 24325** or donating online at[**https://filltheboot.donordrive.com/URL**](https://filltheboot.donordrive.com/URL)

“[Professional Fire Fighters Association Local ##] displays an unwavering support for MDA year after year, raising critical funds and awareness to help our families get the care they need," says [MDA Rep Title], [Name]. "We are so thankful for their continued commitment to cure neuromuscular diseases and to protect everyone on the frontlines in our community amid the pandemic. Fire fighters will be taking extra precautions during the Fill the Boot program this year such as not handing out stickers to the public and wearing appropriate personal protective equipment to ensure the health and safety of all fire fighters and the public.”

**Donate** in-person, at [**https://filltheboot.donordrive.com/URL**](https://filltheboot.donordrive.com/URL), or **text ‘BOOT’ to 24325**

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